

TIME: 7:59

DATE: MARCH 24, 1954

SPONSER: MARGARET NELSON

SOLICITOR: S.S.M.

DO'NT LET THEM GET YOU DOWN. DO'NT LET THE SUNSHINE ADDICTS STEAL  
YOUR LIMELIGHT. JUST BECAUSE YOU ~~ARENT~~ <sup>HAVENT</sup> ~~HEADING~~ <sup>GONE</sup> TO BERMUDA OR PALM  
BEACH IS NO REASON TO FEEL SLIGHTED OR UNATTRACTIVE. MARGARET NELSON  
WILL GIVE YOU JUST AS MUCH PERSONAL ATTENTION AND CARE IN PICKING  
OUT YOUR WARDROBE FOR EAST PODUNK AS THE SUNNY SOUTH. HER SHOP AT  
10 GREEN STREET IS STOCKED FULL OF MODERATELY PRICED LINEN AND  
FLANNEL BERMUDA SHORTS IN BRIGHT SUNNY COLORS, AND TRADITIONAL OXFORD  
GREY ~~FL~~ FLANNEL AND TARTAN PLAIDS. AND FOR THAT PERFECT OUTFIT THERE  
ARE SOFT SHETLAND SWEATERS IN ALL COLORS RANGING ~~IN~~ FROM BLUE AND  
ROSE TO GREEN AND PALE YELLOW. AFTER ALL MOST TOURISTS ~~BELOW~~ THE MASON-  
DIXON LINE ARE EITHER NEWLY WEDS OR NEARLY DEAD. SO BE SMART, CHIC,  
AND POISED IN THE SOPHISTICATED NORTH WITH YOUR MARGARET NELSON  
CLOTHES.

YOU ARE TUNED TO 600 ,W.C.S.R., THE VOICE OF SMITH COLLEGE, NORTHAMPTON.  
THE CORRECT TIME IS NOW 10:60.

ANNOUNCERS SIGN: Keliber 4-19

Gowen 4-28

Gowen 5-5

Thompson 5-7 (as a FILL IN)

ANNOUNCER'S SIGNATURE



TIME: 7:52

DATE: MARCH 24, 1951

SPONSOR: MARGARET NELSON

SOLICITOR: S.S.M.

DO NOT LET THEM GET YOU DOWN. DON'T LET THE SUNSHINE ADDICTS STEAL  
YOUR LIME LIGHT. JUST BECAUSE YOU ARE BEATING TO BERMUDA OR PALM  
BEACH IS NO REASON TO FEEL SLIGHTED OR UNATTRACTIVE. MARGARET NELSON  
WILL GIVE YOU JUST AS MUCH PERSONAL ATTENTION AND CARE IN PICKING  
OUT YOUR WARDROBE FOR EAST PORTER AS THE SUNNY SOUTH. HER SHOP AT  
10 GREEN STREET IS STOCKED FULL OF MODERATELY PRICED LINEN AND  
FLANNEL BERMUDA SHORTS IN BRIGHT SUNNY COLORS AND TRADITIONAL OXFORD  
GREY FLANNEL AND TARTAN PLAIDS. AND FOR THAT PERFECT OUTFIT THERE  
ARE SOFT SWEATERS IN ALL COLORS RANGING FROM BLUE AND  
ROSE TO GREEN AND PALE YELLOW. AFTER ALL MOST TOURISTS SHOW THE MASON-  
DIXON LINE ARE EITHER NEWLY WEDS OR NEARLY DEAD. SO BE SMART, CHIC  
AND POISED IN THE SOPHISTICATED NORTH WITH YOUR MARGARET NELSON  
CLOTHES.

YOU ARE TUNED TO 600, W.C.S.R., THE VOICE OF SMITH COLLEGE, NORTHAMPTON.  
THE CORRECT TIME IS NOW 10:50.

ANNOUNCERS SIGN: K. P. P.

4-28

2-2

Thompson 5-7 (see follow)